

## 推廣及公眾教育 Promotion & Public Education

過去多年，公署致力促進各界對《個人資料(私隱)條例》的認識及遵守。2010年，本地傳媒廣泛報道八達通涉及不當使用二百四十萬客戶的個人資料作直接促銷及獲取金錢收益的事件後，公眾對個人資料私隱權利的意識及了解提高至前所未有的高水平。為確保資料使用者及資料當事人了解他們在法律下的責任及權利，公署作出了多項新嘗試，以滿足公眾需求。

Over the years, the PCPD has made great efforts to promote awareness of, and compliance with, the Personal Data (Privacy) Ordinance. In 2010, the widespread coverage in the local media of the Octopus incident where the personal data of 2.4 millions of customers were misused for direct-marketing purpose and monetary gain led to an unprecedented high level of public awareness and understanding of privacy rights regarding personal data. In order to ensure that data users understand their responsibilities and data subjects understand their rights under the law, the PCPD developed a number of initiatives to respond to public demand.

### 向市民推廣私隱權利 Promoting Privacy Rights Among the General Public

#### 傳媒宣傳運動

為向廣大市民傳遞保障個人資料的訊息，公署開展了一系列傳媒宣傳運動，包括製作十集資訊短片、兩段電視宣傳短片，以及在港鐵列車車箱內展示廣告。

一連十集的資訊短片「個人資料私隱話你知」於2010年3月29日至4月9日在無綫電視翡翠台播放，吸引超過一百七十萬觀眾收看。短片以現實處境介紹保障個人資料私隱的重要性及方法，例如收集求職者的個人資料、使用個人資料作直接促銷、收集生物特徵個人資料、安裝閉路電視、查閱資料權利、公開張貼個人資料、收集身份證號碼及身份證副本、以及網上個人資料的保安。

#### Mass Media Campaign

To convey the message of protecting personal data among the population at large, the PCPD launched a mass media campaign that included 10 episodes of TV Infomercial, two Announcements of Public Interest, and advertisements on the MTR.

Ten one-minute-TV Infomercial episodes were broadcast on TVB Jade from 29 March to 9 April 2010. Real-life scenarios were used to demonstrate the importance and methods of protecting personal data privacy, such as the collection of job applicants' personal data, the use of personal data for direct marketing, the collection of biometrics data, the installation of CCTV, data access rights, the public display of personal data, the collection of ID card numbers and copies, and online personal-data security. The Infomercials attracted over 1.7 million viewers.



兩段電視宣傳短片於2010年5月1日推出，以輕鬆手法介紹條例賦予市民的權利及機構須遵守的責任。宣傳短片於電視、港鐵列車車箱、各大商場及熱門網站播放。

Two TV Announcements of Public Interest (APIs), one data subject oriented and the other data user oriented, which aimed at introducing the rights of citizens and the responsibility of organizations under the Ordinance, were launched on 1 May 2010. The APIs were broadcast on local television, in MTR trains and shopping arcades, and on popular websites.



此外，公署在2010年4月15至28日在港鐵列車車箱內刊登橫額廣告，提醒市民要時刻警覺，提防個人資料外洩。

In addition, broadview banners were displayed in MTR compartments from 15 to 28 April 2010 reminding the public to stay alert to the risk of personal data leakage.



## 私隱關注運動 2010

公署繼續聯同亞太區私隱機構成員(包括澳洲、新西蘭、加拿大、墨西哥及南韓)舉辦「私隱關注運動」,向區內人士傳遞保障個人資料的重要性。「私隱關注運動2010」於2010年5月2日至8日舉行,主題是協助長者認識潛在的資料私隱風險,避免成為受害者,蒙受金錢上的損失,期間推出各類教育活動及工具如下:



私隱關注運動2010開展儀式主禮嘉賓:(左起)著名藝人胡楓先生、前社會福利署署長余志穩先生、消費者委員會總幹事劉燕卿女士、安老事務委員會主席梁智鴻醫生、聖雅各福群會總幹事賴錦璋先生,及前個人資料私隱專員吳斌先生。

Officiating guests at the inauguration ceremony of PAW 2010: (from left) Mr. Wu Fung, renowned artist; Mr. Stephen Fisher, former Director of Social Welfare; Ms. Connie Lau, Chief Executive of the Consumer Council; Dr. Leong Che-hung, Chairman of the Elderly Commission; Mr. Michael Lai, Chief Executive Officer of St. James' Settlement and Mr. Roderick Woo, the then Privacy Commissioner.

## 向長者舉辦講座

2010年5月至6月,公署舉辦了約二十場「好好保護個人資料 醒目長者您做到」講座,向長者傳遞保障及尊重私隱的重要訊息。

## Privacy Awareness Week 2010

The PCPD continued to join hands with members of the Asia Pacific Privacy Authorities (Australia, New Zealand, Canada, Mexico and South Korea) to organise Privacy Awareness Week (PAW), with the aim of conveying the importance of protecting personal data in the region. PAW 2010 was held from 2 to 8 May 2010. The main theme was to help senior citizens recognize potential data privacy risks and prevent them from being victimized by crime and financial exploitation. A wide range of educational activities and tools were used to accomplish this:

## Targetted Seminars

In May and June 2010, the PCPD delivered about 20 seminars on "Personal Data Protection for Senior Citizens" to raise awareness among senior citizens of the importance of their privacy being protected and respected.





### 個人資料私隱意識網上自我評估

公署與亞太區私隱機構成員特為長者聯合設計一項網上自我評估工具，以測試他們的保障個人資料意識是否足夠 ([www.pcpd.org.hk/tc\\_chi/infocentre/pubinterest\\_online.html](http://www.pcpd.org.hk/tc_chi/infocentre/pubinterest_online.html))。

### Online ID theft self-assessment

The PCPD and APPA members jointly developed an online self-assessment tool for senior citizens to self-test their risk of identity theft and evaluate if their awareness of personal data protection is adequate ([www.pcpd.org.hk/english/infocentre/pubinterest\\_online.html](http://www.pcpd.org.hk/english/infocentre/pubinterest_online.html)).



香港大學秀圃老年研究中心總監徐永德博士(左)與前個人資料私隱專員吳斌於2010年5月3日公布「長者對個人資料私隱的態度及看法」的意見調查結果。

*Dr. Ernest Chui, Director of Sau Po Centre on Ageing of the University of Hong Kong (left) and Mr. Roderick Woo, the then Privacy Commissioner announced the survey results of "Senior Citizens' Attitudes and Perceptions towards Personal Data Privacy" on 3 May 2010.*

### 意見調查

2010年4月，公署委託香港大學秀圃老年研究中心進行意見調查，透過單對單面訪，以問卷形式，收集長者對個人資料私隱的態度及使用互聯網的情況。調查訪問了400名60歲或以上的長者。結果顯示，教育長者(尤其是獨居長者)保障個人資料私隱，十分重要。

### Opinion survey

In April 2010, the PCPD engaged the Sau Po Ageing Centre of the University of Hong Kong to conduct a face-to-face questionnaire survey to gauge senior citizens' attitudes towards personal data privacy and their use of the Internet. Four hundred senior citizens aged 60 and above were interviewed. The results revealed

that it was important to educate senior citizens about personal data privacy, especially those who live alone.

### 資訊小冊子

為教導長者如何在日常生活中保障個人資料，公署出版了一本《個人資料好重要——老友記篇》的小冊子，派發予長者。



### Information booklet

To educate senior citizens on how to safeguard their personal data in their daily life, the PCPD published a booklet titled "Personal Data Protection is Essential for the Elderly", for distribution to senior citizens.

### 「校園私隱關注運動」學生大使計劃

公署一直致力教導青少年認識個人資料私隱的重要性。為此，公署為中學生推出了互動的教育計劃，有關計劃包括製作教材，把私隱及保障個人資料的訊息加入新高中課程中的通識教育科及「其他學習經歷」學科。為鼓勵年青人向友儕傳達保障個人資料的訊息，公署推出了學生大使計劃，吸引了超過700名來自31間中學的同學登記成為學生大使。學生大使在2011年2月至4月期間的學習階段，參與了公署為他們度身設計的課程，包括講座及工作坊，學習如何保障個人資料。他們亦學習推廣及傳訊技巧(例如：平面設計、短片製作及剪接技術等)。之後，各學生大使發揮無比創意，在公署人員協助下，以不同形式在校內向同學宣揚「尊重個人資料私隱」的訊息。

### Privacy Protection Student Ambassador Programme

The PCPD recognises the importance of educating young people on the importance of personal data privacy, and therefore launched an interactive educational program for secondary school students. This involved preparation of a set of teaching materials incorporating privacy and personal data protection in Liberal Studies and Other Learning Experiences under the New Senior Secondary Curriculum. In order to encourage young people to raise awareness among their peers of the importance of personal data protection, over 700 students nominated by 31 schools enrolled as Privacy Protection Student Ambassadors from February to April 2011 and participated in a series of seminars and workshops organised by the PCPD to learn how to protect personal data privacy. They also acquired promotional and communication skills (such as graphic design, video making and editing, etc.) in preparation for a wide range of self-initiated activities under the guidance of PCPD staff to promote the concept of "respecting each other's personal data privacy" among their school peer groups.



2011年3月19日，藝人麥長青先生講授戲劇技巧  
Drama seminar by artist Mr. Mak Cheung Ching on 19 March 2011



2011年3月19日，互聯網專業協會常務理事及香港高登討論區行政總裁林祖舜先生主講「網上 chit chat 要留神」  
Seminar on "Staying alert during online chats" on 19 March 2011, by Mr. Joe Lam, Council Member of the Internet Professional Association (iProA) and Chief Executive Officer of HKGOLDEN.com



2011年3月26日，平面設計師鄧美心女士講授平面設計  
Seminar on graphic design, by graphic designer Ms. Maxim Tang on 26 March 2011



2011年3月26日，電影導演李力持先生講授製作電影的創意  
Seminar on creativity in filming, by film director Mr. Lee Lik Chee on 26 March 2011

## 展覽

### 巡迴展覽

為接觸社區，公署於2011年2月至3月，在全港六個地區的購物商場舉辦巡迴展覽。公署透過展示資訊及播放教育短片，向市民介紹私隱權益和實用的保障私隱貼士。公署職員亦在場解答參觀者的查詢。巡迴展覽共吸引超過一萬名市民參觀。



## Consumer Road Shows and Exhibitions

### Consumer road shows

To reach out to the community, the PCPD staged a series of consumer road shows at six shopping centres between February and March 2011. Through the display of informative materials and short videos covering individuals' privacy rights and practical tips on how to protect their personal data, the PCPD used face-to-face interaction to teach members of the general public how to ensure the protection of their personal data privacy. The consumer road shows attracted over 10,000 visitors.



### 教育及職業博覽2011

公署於2011年2月17日至20日參加了由香港貿易發展局舉辦的「教育及職業博覽2011」，藉此機會提醒求職者在求職時小心披露其個人資料。公署的攤位吸引超過3,500名入場人士參觀。展覽期間，公署職員亦舉辦了題為「如何在求職時保障個人資料私隱」的講座，並解答有關個人資料私隱的問題。

### Education & Careers Expo 2011

The PCPD participated in the "Education & Careers Expo 2011", organised by the Hong Kong Trade Development Council, from 17 to 20 February. The PCPD took the opportunity to remind job seekers to be cautious about the disclosure of personal data when seeking jobs. Over 3,500 people visited the PCPD booth. PCPD staff delivered a talk on "Protecting Job Seekers' Personal-Data Privacy" at the Expo and answered visitors' questions.



## 向資料使用者推廣私隱循規

### Promoting Compliance Among Data Users

#### 為特定行業而設的保障私隱活動

為了以具成本效益的方法提供私隱培訓，公署在過去數年舉辦了幾個為特定行業而設的保障私隱活動，業界反應熱烈。去年，公署與香港保險業聯會（獲保險業監理處的支持）特為保險從業員合辦「保障個人資料私隱活動」。

該活動於2010年5月至12月舉行，來自17間保險公司超過2000名保險從業員踴躍參加。活動期間共舉辦了37場私隱講座。參加者在完成講座課程後，可獲持續專業培訓計劃學分。此外，公署亦特別出版一本小冊子，為保險從業員提供如何保障客戶個人資料的實務指引。

#### Industry-specific Privacy Campaign

In order to provide privacy training in a cost-effective way, the PCPD organised several industry-specific privacy campaigns in the previous few years, which were well received by industry players. To continue this successful programme, the PCPD jointly organised the "Privacy Campaign for Insurers" with the Hong Kong Federation of Insurers (HKFI), which was supported by the Office of the Commissioner of Insurance.

The campaign, which was held from May to December 2010, was well received by over 2,000 insurance practitioners from 17 insurance companies, and included 37 privacy seminars in all. Upon completion of the seminar, participants were awarded points under the Continuing Professional Development Programme for insurance agents and brokers. In conjunction with the seminar, a booklet providing practical guidelines on how to protect the personal data of their customers was also published.



(左起)前個人資料私隱專員吳斌先生、前香港保險業聯會主席余健南先生，及保險業監理專員蔡淑嫻女士主持啟動儀式。

(Form left) Mr. Roderick Woo, the then Privacy Commissioner; Mr Allan Yu, the then Chairman of Hong Kong Federation of Insurers, and Ms. Annie Choi, Commissioner of Insurance, officiate at the opening ceremony.



## 保障資料主任聯會

保障資料主任聯會（「聯會」）於2000年成立，讓保障資料主任能夠得悉有關條例實施的各項議題。聯會更重要的作用是提供一個途徑讓會員分享有關私隱的良好行事方式，以及加強與公署的溝通。

聯會成立12年，擁有超過370名來自公私營機構的會員，包括循規、法律事務、規管、執法及客戶關係等範疇。在年報期內，公署為聯會會員舉辦了以下活動，提高他們對資料保障的認識，並讓他們彼此分享良好的資料保障實務：

### 講座

2010年5月10日，香港警務處商業罪案調查科科技罪案組陳志勇高級督察（左面相片），及公署的首席個人資料主任丁家倫先生（右面相片）出席「保障網上個人資料」研討會，為會員講解身份盜用罪行及處理個人資料外洩的個案。



另外，聯會分別於2010年6月18日及7月2日舉辦兩場講座，向新會員介紹條例的規定。

## Data Protection Officers' Club (DPOC)



Established in 2000, the Data Protection Officers' Club (DPOC) provides members with a platform for networking and exchanging ideas relating to good privacy practices. The DPOC provides members with an enhanced forum for interaction with the PCPD, thereby enabling them to receive first-hand information about issues relating to the implementation of the Ordinance.

In its 12th membership year, the DPOC has over 370 members with backgrounds in compliance, legal affairs, regulatory fields, law enforcement and customer relations, from both the public and private sector. During the reporting year, a wide range of activities were organised for DPOC members to enhance their knowledge of data protection and to share best data protection practices.

### Seminars

On 10 May 2010, Mr. Joe Chan, Senior Inspector of Police, Technology Crime Division, Commercial Crime Bureau, Hong Kong Police Force (left photo), and Mr Allen Ting, Chief Personal Data Officer of the PCPD (right photo), gave members a talk on protecting online personal data from identity theft and handling personal data leakage cases.



In addition, two seminars introducing the Ordinance were organised on 18 June and 2 July 2010 for new members.



2010年6月16日，國際私隱專家Mr. Roger Clarke (下面相片)應邀為會員講解「如何進行私隱影響評估」。

On 16 June 2010, Mr. Roger Clarke (photo below), an international privacy specialist, was invited to speak to members on “How to Conduct a Privacy-Impact Assessment”.



2010年9月9日，公署為會員舉行講座，介紹「資料外洩事故的處理及通報」，及如何利用「培訓導師教材套」舉辦內部的私隱培訓課程。

On 9 September 2010, the PCPD conducted a seminar to brief members on handling data breaches and giving notice of breaches, and how to make use of the “Trainer’s Kit” for internal privacy-training courses.

為讓會員進一步了解政府發表的《檢討個人資料(私隱)條例的公眾諮詢報告》中的主要建議，公署於2010年11月29日舉辦簡介會。

To help DPOC members understand the major proposals in the “Report on Public Consultation on the Review of the Personal Data (Privacy) Ordinance” published by the Government, a briefing session was held on 29 November 2010.



### 工作坊

為協助會員更了解條例的詮釋及應用，公署於2010年12月至2011年1月期間舉辦了七場有關「如何處理查閱資料要求」及「如何計劃及進行內部的資料保障培訓課程 — 培訓導師教材套的使用」的工作坊。會員反應熱烈，約190名會員參加。

### Workshops

To help members understand the interpretation and application of the Ordinance, seven workshop sessions entitled “How to handle data-access requests” and “How to plan and conduct an internal data protection training course – use of trainer’s kit” were conducted from December 2010 to January 2011, which were well attended by about 190 members.

### 機構及社區教育

為照顧不同背景人士的培訓需要，公署舉辦了一系列促進對條例遵守的教育活動。2010年4月至2011年3月，公署舉辦了168個講座及工作坊，數目較去年大幅增加79%（詳見附錄三）。這些講座及工作坊可分為三個類別。

#### 公開簡介講座

第一，公署定期為市民大眾舉辦免費的條例簡介講座，以提高公眾對條例的認識及理解。這類講座介紹條例的背景資料，並以生活實例解釋六項保障資料原則的規定。為滿足不斷增加的需求，自2011年2月起，簡介講座的舉辦次數由每月一次，增加為每月三次。

### Business and Community Education

To cater for the training needs of people from different backgrounds, the PCPD organised a wide range of educational activities promoting compliance with the Ordinance. From April 2010 to March 2011, the PCPD organised 168 seminars and workshops, a 79% increase over the previous year (see Appendix 3 for more details). They belonged to three categories.

#### Public-awareness seminars

Firstly, the PCPD runs regular free introductory seminars on personal data protection which are open to the general public, with the aim of raising public awareness and understanding of the Ordinance. This seminar provides background information on the Ordinance and explains the requirements of the six data-protection principles, using real-life examples. To cater for increasing demand, the frequency of these public seminars was increased from one per month to three per month, starting from February 2011.



### 專題公開講座

另外，為回應公眾的需求，公署自2011年3月起每月舉辦一次「善用科技保護個人資料」公開講座，在使用互聯網及其他先進的通訊媒介（包括社交網絡）方面，提供保障個人資料私隱的教育。

這講座系列獲得互聯網專業協會、國際信息系統審計協會（中國香港分會），及網上服務供應商聯盟的支持，派出資訊科技專家作演講嘉賓。

### Public seminars on topical issues

Secondly, in response to the popular demand for education on the protection of personal data privacy in the use of Internet and other advanced-communications channels, including social networking, a series of once-a-month public seminars entitled “Protection of Personal Data Privacy – Proper Use of Technology in Daily Life” was launched in March 2011.

This project is conducted with the support by the Internet Professional Association (iProA), Information Systems Audit and Control Association China Hong Kong Chapter Limited (ISACA) and Online Service Providers Alliance (OSPA). The supporting organisations provide IT experts as speakers.



2011年3月5日，互聯網專業協會常務理事及香港高登討論區行政總裁林祖舜先生主講「網上chit chat要留神 在社交網站或討論區披露個人資料的陷阱與危機」

*On 5 March 2011, Mr. Joe Lam, Council Member of iProA and Chief Executive Officer of HKGOLDEN.com speaks in the seminar entitled “Stay Alert during Online Chitchat – traps and risks of disclosing personal data on social networking websites or discussion forums”*

### 度身定造課程

第三，公署應個別機構及特定行業（例如直接促銷及人力資源管理）提出的要求，提供度身定造的課程。自2011年1月起，公署特別為大學及中學生舉辦免費講座。

此外，公署推出一系列的資料保障專業研習班，促進對條例的遵守。研習班的設計是配合在不同工作範疇處理個人資料的人士的需要。研習班介紹條例的應用及詮釋，適合保障資料主任、人力資源經理、律師、合規主任、資訊科技經理、公司秘書等人士報讀。

### Tailor-made courses

Thirdly, the PCPD provided tailor-made courses in response to requests from individual organisations and demand from specific sectors (for example direct marketing and human resources management). Since January 2011, free seminars have been specially arranged for university undergraduates and secondary school students.

Further, the PCPD has taken the initiative to promote compliance with the provision of the Ordinance by launching a series of professional compliance workshops. The workshops are tailored to the needs of executives dealing with personal data in different work contexts. Offering a thorough grounding of the applications and interpretations of the Ordinance, they are suitable for data protection officers, human resource managers, solicitors, compliance officers, IT managers and company secretaries.

公署於2010年11月至12月舉辦了五場工作坊，以加強資料使用者對《收集及使用個人資料作直接促銷指引》(下稱「指引」)的了解。在工作坊上，公署人員詳細解釋指引的內容，並與參加者分析不同個案及進行小組討論。約500名來自直銷、銀行、保險及電訊行業的參加者從工作坊了解到在收集及使用個人資料作直接促銷時如何符合條例的規定。



Five workshops were organised in November and December 2010 to strengthen data users' understanding of the "Guidance on the Collection and Use of Personal Data in Direct Marketing" (the Guidance Note). In the workshops, PCPD officers explained the Guidance Note in detail and facilitated case study and group discussion among participants. About 500 people from direct-marketing companies, banks, insurance companies and telecommunications companies attended the workshops and learned how to comply with the requirements of the Ordinance when collecting and using personal data for direct marketing.

公署計劃於2011-12年度推出更多研習班，專題包括資料保障法律研習班、資料保障導師培訓、資料保障與查閱資料要求、銀行／金融服務的資料保障、人力資源管理的資料保障、直接促銷活動的資料保障，及物業管理的資料保障。研習班共得到25個專業機構及商會支持。

More workshops are planned for 2011-12. Topics include Legal Seminar on Data Protection, Train the Trainers in Data Protection, Data Protection and Data Access Requests, Data Protection in Banking/Financial Services, Data Protection in Human Resources Management, Data Protection in Direct Marketing Activities and Data Protection in Property Management. The workshops are supported by 25 professional organisations and trade associations.

### 演講

為推動在機構內培養尊重私隱的文化，私隱專員與公署職員在年報期內曾於商會及專業團體舉辦的會議和講座中作出11次演講(詳見附錄四)。私隱專員趁機會呼籲機構高層採取主動，確保制定機構性的私隱策略，將私隱和資料保障的概念融入所有業務過程及營運程序中。機構必須真正以客為本及尊重私隱，才可以取得持久和更高的成就。

### Speaking Engagements

To foster the inculcation of privacy-friendly cultures in organisations, the Commissioner and his team have undertaken eleven speaking engagements at conferences and seminars organised by trade associations and professional organisations (see Appendix 4 for more details). The opportunities were taken to impress upon senior management to act proactively and ensure that a corporate-wide privacy strategy is in place, with privacy and data protection firmly embedded in all business processes and operational procedures. The strategic importance for an organisation to be truly customer-centric and privacy-friendly in order to achieve enduring and higher level of success was advocated.



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1 18.01.2011  
《個人信貸資料實務守則》的建議修訂公眾論壇  
Public Forum on Proposed Revisions to the Code of  
Practice on Consumer Credit Data

2 13.11.2010  
研討會：「從《個人資料(私隱)條例》下市務  
營銷何去何從」  
主辦機構：香港市務學會  
Seminar: "Marketer! How to survive under data  
privacy ordinance"  
Organiser: Hong Kong Institute of Marketing

3 27.11.2010  
研討會：「資訊科技會議2010：資訊高速公路  
— 聯繫香港與地球村及會計師如何增值」  
主辦機構：香港會計師公會  
Conference: "IT Conference 2010: Information  
highway-linking Hong Kong to the global village and  
how accountants can add value"  
Organiser: Hong Kong Institute of Certified Public  
Accountant

4 29.9.2010  
研討會：「香港國際電腦會議」—「保障私隱  
由設計階段做起」  
主辦機構：香港電腦學會  
Conference: Hong Kong International Computer  
Conference – "Privacy by Design"  
Organiser: Hong Kong Computer Society

5 14.12.2010  
研討會：「資料私隱與管理層的責任」  
主辦機構：英國特許管理學會(香港分會)  
Seminar: "Data Privacy and Management  
Responsibility"  
Organiser: Chartered Management Institute (Hong  
Kong Branch)

6 19.10.2010  
研討會：「創新與科技系列—傑出講者午餐  
會議」—「保障個人資料私隱的挑戰」  
主辦機構：香港電腦學會  
Seminar: Innovation & Technology Series:  
Distinguished Speaker Luncheon – "Challenges on  
Personal Data Protection"  
Organiser: Hong Kong Computer Society

7 20.1.2011  
論壇：以客為本—關懷與承擔論壇2011  
「建立及維護客戶的信任：機遇及挑戰」  
主辦機構：香港社會服務聯會  
Forum: The Hong Kong Council of Social Service  
Customer Care & Responsibility Forum 2011  
"Building and Sustaining Customer Trust:  
Opportunities and Challenges"  
Organiser: The Hong Kong Council of Social Service

8 11.1.2011  
研討會："Doing Business and Respecting Privacy:  
the Case of Sharing of Mortgage Data for Credit  
Assessment" 午餐會議  
主辦機構：南九龍獅子會  
Seminar: Luncheon – "Doing Business and Respecting  
Privacy: the Case of Sharing of Mortgage Data for  
Credit Assessment"  
Organiser: Lions Club of South Kowloon

9 24.2.2011  
研討會：「營商與私隱：共用按揭資料作信貸  
評估」午餐會議  
主辦機構：香港海港扶輪社  
Seminar: Luncheon – "Sharing of Mortgage Data for  
Credit Assessment"  
Organiser: Rotary Club of Hong Kong Harbour

## 傳媒

在年報期內，公署接獲586宗傳媒查詢，較去年多17%。以下是傳媒查詢的一些熱門私隱議題：

- 八達通事件
- 收集及使用個人資料作直接促銷
- Google收集Wi-Fi網絡資料
- 社交網站與個人資料私隱
- 檢討《個人資料(私隱)條例》
- 共用正面按揭資料作信貸評估

## Media

The PCPD received 586 media enquiries during the reporting year, a 17% increase over the previous year. The enquiries concerned a range of privacy-related social issues. Some of the significant issues were as follows:

- Octopus incident
- Collection and use of personal data in direct marketing
- Google's collection of Wi-Fi payload data
- Social networking and personal data privacy
- Review of the Personal Data (Privacy) Ordinance
- The sharing of mortgage data for credit assessment



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1 6.5.2010  
無線電視翡翠台《開心老友記》：向長者推廣保障私隱  
TVB programme for senior citizens, "Good Time Old Buddies": how to protect personal data privacy

2 4.8.2010  
蔣任宏先生出任個人資料私隱專員  
Mr. Allan Chiang took up the position of Privacy Commissioner for Personal Data

3 18.8.2010  
電訊業收集及使用個人資料  
Collection and use of personal Data by telecommunications industry

4 24.8.2010  
香港電台《鏗鏘集》：「共用個人資料」。  
RTHK documentary "Hong Kong Connection": Sharing of personal data

5 18.10.2010  
私隱專員發表一份報告，公布八達通獎賞有限公司及其控股公司——八達通控股有限公司收集及使用客戶的個人資料而展開調查的結果  
The Commissioner published a report on the results of an investigation regarding the collection and use of customers' personal data by Octopus Rewards Limited, a company wholly owned by Octopus Holdings Limited.

6 30.11.2010  
新城電台時事節目《集知新世代》：直接促銷活動的「接受機制」與「拒絕機制」  
Metro Radio current affairs programme, "Info New Age": "Opt-in" mechanism versus "opt-out" mechanism in direct marketing activities

在年報期內，公署發出了 54 篇新聞稿，並舉行了十一次記者會／簡報會。私隱專員及其團隊就多項與個人資料私隱有關的議題接受了 43 次傳媒的專訪。

During the reporting year, the PCPD issued 54 press releases, and organised eleven press conferences/press briefings. The Commissioner and his team gave 43 media interviews on various issues related to personal data privacy.



**7** 21.3.2011  
記者會：共用按揭資料作信貸評估的諮詢報告  
Press conference: Consultation Report on the Sharing of Mortgage Data for Credit Assessment

**8** 18.12.2010  
香港電台時事節目《星期六問責》：檢討《個人資料(私隱)條例》  
RTHK current affairs programme, "Accountability": "Review of the Personal Data (Privacy) Ordinance"

**9** 13.1.2011  
+ **10** 新城電台時事節目《香樹輝King King 傾》：共用按揭資料作信貸評估  
Metro Radio current affairs programme, "Breakfast with Heung Shu Fai": "Sharing of mortgage data for credit assessment"

## 公署網頁

公署在網頁 ([www.pcpd.org.hk](http://www.pcpd.org.hk)) 上傳遞保障私隱的訊息。在年報期內，網頁共錄得 535,142 次瀏覽人次，平均每月接近 44,595 次。

網頁最多人瀏覽的部分是「個案簡述」(257,999 次) 及「個人資料(私隱)條例」(467,139 次)。最多人下載的部分是「實務守則及指引」(185,882 次) 及查閱資料要求表格 (27,789 次)。公署的網頁是公眾查閱公署資訊及刊物的便捷途徑。

## Website

The PCPD continued to disseminate privacy protection messages on its official website: [www.pcpd.org.hk](http://www.pcpd.org.hk). During the reporting period, the site received 535,142 visits, an average of almost 44,595 visits a month.

The sections that web users visited most frequently were "Case Notes" (257,999 views) and "The Personal Data (Privacy) Ordinance" (467,139 views). The most popular files downloaded were Codes of Practice and Guidelines (185,882 downloads) and the Data Access Request Form (27,789 downloads). The high web traffic shows that the PCPD website is a convenient platform for the public to access the PCPD's information and publications.

## 刊物

為照顧社會上不同人士對個人資料私隱參考資訊的需要，公署出版了各類資訊材料，從不同角度和取向提供實務指引，並為讀者報道公署的最新發展。

### 多媒體資訊：培訓導師教材套及短片

公署製作了一套「個人資料(私隱)條例培訓課程導師手冊」，協助機構教導其僱員妥善處理個人資料的方法。該套教材以演示、短片及小測驗形式介紹條例條文的應用及詮釋。

此外，為提高公眾對條例的理解，公署全新製作了「認識個人資料(私隱)條例及個人資料私隱專員公署」的短片。短片透過一名市民到訪公署進行查詢作引子，從而向觀眾介紹條例的條文、管轄範圍、保障資料原則、公署的架構及職能，以及處理投訴程序。短片可以在公署網頁瀏覽 ([http://www.pcpd.org.hk/tc\\_chi/infocentre/pubinterest\\_video.html](http://www.pcpd.org.hk/tc_chi/infocentre/pubinterest_video.html))。

## Publications

To cater for the needs of different sectors of the community for reference information in relation to personal data privacy, the PCPD published a wide range of information materials to provide the public with its latest developments and practical guidance from different perspectives and approaches.

### Multi-media materials: Trainer's Kit and Video

The PCPD developed a new "Personal Data (Privacy) Ordinance Training Course Trainer's Kit", which helps organisations teach their employees the proper way of handling personal data. The Kit illustrates the application and interpretation of the provisions of the Ordinance by means of presentations, videos and quizzes.

To enhance the public's understanding of the Ordinance, the PCPD published a new video entitled "Introduction of the Personal Data (Privacy) Ordinance and the Office of Privacy Commissioner for Personal Data". Featuring a citizen making enquiries at the PCPD, the video introduces the scope of the Ordinance, the Data Protection Principles in the Ordinance, the organisation and functions of the PCPD, and the PCPD's complaint handling procedures. The video can be watched on the PCPD's website: [http://www.pcpd.org.hk/english/infocentre/pubinterest\\_video.html](http://www.pcpd.org.hk/english/infocentre/pubinterest_video.html).



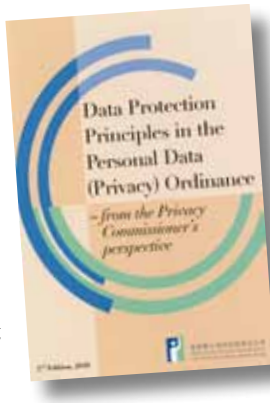


### 其他刊物

公署在2010年7月出版了《個人資料(私隱)條例中的保障資料原則：私隱專員的觀點》(下稱「該書」)的修訂版。該書於2006年首次出版。過去幾年，科技的迅速發展對市民的個人資料私隱產生了重大影響。公署因此認為有需要修訂該書。該書有系統地深入剖析如何應用條例的主要條文，是這方面的唯一參考書籍，題材主要是根據對資料使用者處理個人資料及資料當事人了解其權利的重要性而選取，讓讀者，包括資料保障主任深入了解條例中保障資料原則的實際應用。書中參考了有關的判例法、行政上訴委員會的裁決，以及私隱專員為執行監管職能而處理投訴及查詢個案時所採取的觀點。

### Other publications

A revised edition of "Data Protection Principles in the Personal Data (Privacy) Ordinance – from the Privacy Commissioner's perspective" (the Book) was published in July 2010. As the only reference of its kind giving readers, including dataprotection officers, an insight into the actual application of the data protection principles which form the cornerstone of the Ordinance, the Book explains how the major provisions of the Ordinance are applied in a systematic and in-depth manner. Reference was made to relevant case laws, the Administrative Appeals Board's decisions, and views taken by the Commissioner in the handling of complaints and enquiry cases in the discharge of his regulatory functions.



公署會就特定的社會議題製作指引及資訊單張，為資料使用者在遵從條例規定方面提供實務指引。以下是公署於年報期內出版的指引及資訊單張：

The PCPD issues guidance notes and information leaflets featuring specific privacy issues. The aim is to provide data users with practical guidance in complying with the provisions of the Ordinance. Following are the guidance notes and information leaflets published during the reporting period:



《資料外洩事故的處理及通報指引》  
"Guidance on Data Breach Handling and the Giving of Breach Notifications"

《閉路電視監察措施指引》  
"Guidance on CCTV Surveillance Practices"



《收集及使用個人資料作直接促銷指引》  
"Guidance on the Collection and Use of Personal Data in Direct Marketing"

《私隱影響評估》資料單張  
"Information Leaflet: Privacy Impact Assessments"



《如何行使個人資料(私隱)條例賦予你的查閱個人資料權利》(2010年9月修訂版)  
"Exercising Your Data Access Rights Under the Personal Data (Privacy) Ordinance" (revised in September 2010)

- 《資料外洩事故的處理及通報指引》
- 《閉路電視監察措施指引》
- 《收集及使用個人資料作直接促銷指引》
- 《私隱影響評估》資料單張
- 《如何行使個人資料(私隱)條例賦予你的查閱個人資料權利》(2010年9月修訂版)
- 認識《個人信貸資料實務守則》— 共用按揭資料作信貸評估的常問問題
- "Guidance on Data Breach Handling and Giving Breach Notifications"
- "Guidance on CCTV Surveillance Practices"
- "Guidance on the Collection and Use of Personal Data in Direct Marketing"
- "Information Leaflet: Privacy Impact Assessments"
- "Exercising Your Data Access Rights Under the Personal Data (Privacy) Ordinance" (revised in September 2010)

公署繼續透過其通訊，讓讀者得悉公署在私隱保障方面的最新動態。公署在年報期內出版了兩份通訊，報道公署的工作及最新發展。



The PCPD continues to make use of its newsletter, PCPD News, to keep readers abreast of local privacy protection efforts. Two issues of PCPD News were published during the reporting period to highlight the PCPD's achievements and latest developments.